

Lundquist Employer Branding Online Awards 2010

Reports & employer branding services October 2010

The **Employer Branding Online Awards** is an annual study that evaluates how companies are using their websites to project their brand and explain to current and potential employees what makes theirs a great place to work. The research comprises the flagship Global 100, which covers companies with the strongest brands, as well as a series of country classifications (**Austria, Germany, Italy and Switzerland**). The research evaluated more than **300 websites** in 2010.

Two **in-depth reports** draw on the Employer Branding Online Awards to provide a **definitive guide** to successful online employer branding and a **step-by-step plan to improving online recruitment and employee retention**. We can also help you **build a new careers section** of your website from scratch.

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Employer Branding Online Awards 2010 reports & services

Employer Branding Online Awards 2010 Report

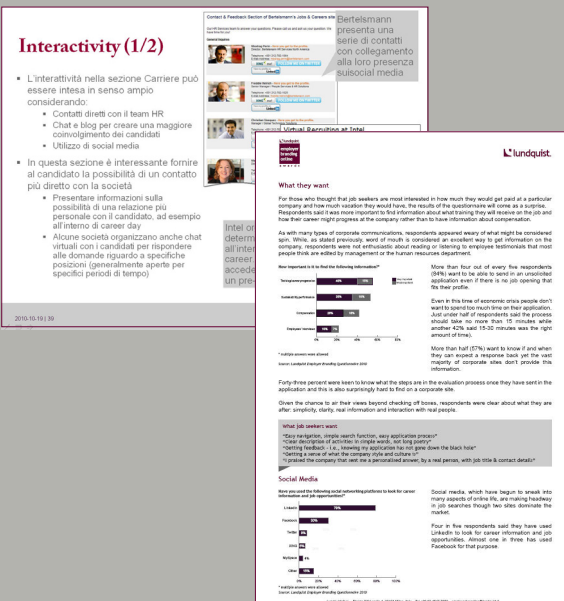
This comprehensive document (about **100 pages** in PDF) presents more than **200 best practice examples** covering all aspects of online employer branding. The report explains the evaluation protocol's 58 criteria – each illustrated with examples of best practice – and provides the results of the research as well as complete answers to our survey that asked more than 400 people in 37 countries what they look for when they visit a corporate website and are considering whether to apply for a job. There are also chapters that discuss the new trends and frontiers in online employer branding. The report is structured as follows:

- >> Introduction
- >> Methodology
- >> Results of the research (select from Global 100 or a country ranking)
- >> Best practice criterion-by-criterion (including definition of each criterion)
- >> New trends and frontiers in online employer branding
- >> Survey results
- >> Full protocol

Website Assessment & Action Plan

This tailored, individual document (about **50 pages** in PDF) analyses your score and performance in each of the 58 criteria. The report gives **practical suggestions for improvement** (both in the short and medium term), illustrated with international best practice solutions. It focuses on areas where there is most scope for progress and concludes with an **action plan** and the complete evaluation protocol used in the 2010 assessment. For companies not included in the rankings, a screening can be carried out to provide the basis for the analysis.

The report can be enhanced with a **benchmark assessment** to provide specific indications relevant to your area of business and an overview of your peers' performance. The benchmark can be defined by country, region or industry or can include selected top performers.



Benefits

More than 200 best practice examples covering all aspects of online employer branding

Learn from recognised leaders in online recruitment

Effective benchmarking by topic, country, region and industry

58 evaluation criteria defined with input from more than 400 respondents to our survey

More than 300 companies covered

Worldwide overview covers Europe, US & Asia

Monitor emerging trends in online employer branding

Components of Employer Branding Online Awards 2010 offer:

- >> Employer Branding Online Awards 2010 Report
- >> Website Assessment & Action Plan
- >> Benchmark analysis
- >> Website screening based on 2010 criteria
- >> Advice on implementation (with conference call)
- >> Workshop

Associated services

Orientation report in online employer branding – Page-by-page analysis of careers section & architecture proposals – Message and content development – Advice on web-based recruiting – Copy editing analysis – Writing of website content – Perception audits – Social media strategy